

MONEY MATTERS

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**Coalition of Concerned Citizens
Rockfort Quarry Information Evening
November 19, 2008**

Good evening.

Tonight you have learned more about the Rockfort application and how it will affect you and your quality of life in this community. We are only here tonight because of the tenacity of the Coalition and the successful opposition launched some twelve years ago.

Unlike our opponent - who either has, or has access to, deep pockets we have had to raise every nickel expended to date. Hydrogeologists, planners, grout curtain experts and lawyers do not come cheaply yet are essential to remain in the game. Every development and every step must be peer reviewed and heading to the OMB we must have expert witnesses of the top caliber on hand and ready to testify. All of this bears a hefty price tag – the financial reality is huge. To date, over the course of this application, well in excess of \$ 3M has been spent by those directly involved – namely the Town of Caledon, James Dick and the Coalition. The duplication of expenditures is staggering yet required.

The financial longevity of the Coalition is a real success story – your story.

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed it's the only thing that ever has.” - Margaret Mead

Twelve years ago when we started meeting on Sunday mornings we never imagined we would still be meeting today. Nor did we envision the hundreds of thousands of dollars we would need to raise to keep up the fight. As you can see tonight not only are we still here and viable - but moreover our ranks have swelled through the process of raising funds.

To date our revenue stream has come primarily from our two annual events – namely the Great Big Giant Garage Sale held the last Saturday of April and our Golf Tournament and Dinner in early September. Give or take these two events generate in excess of \$100,000 annually.



The Garage Sale has become somewhat of a community phenomenon and draws people from far a field. It has built relationships and become the glue of this community's opposition – social glue if you like.

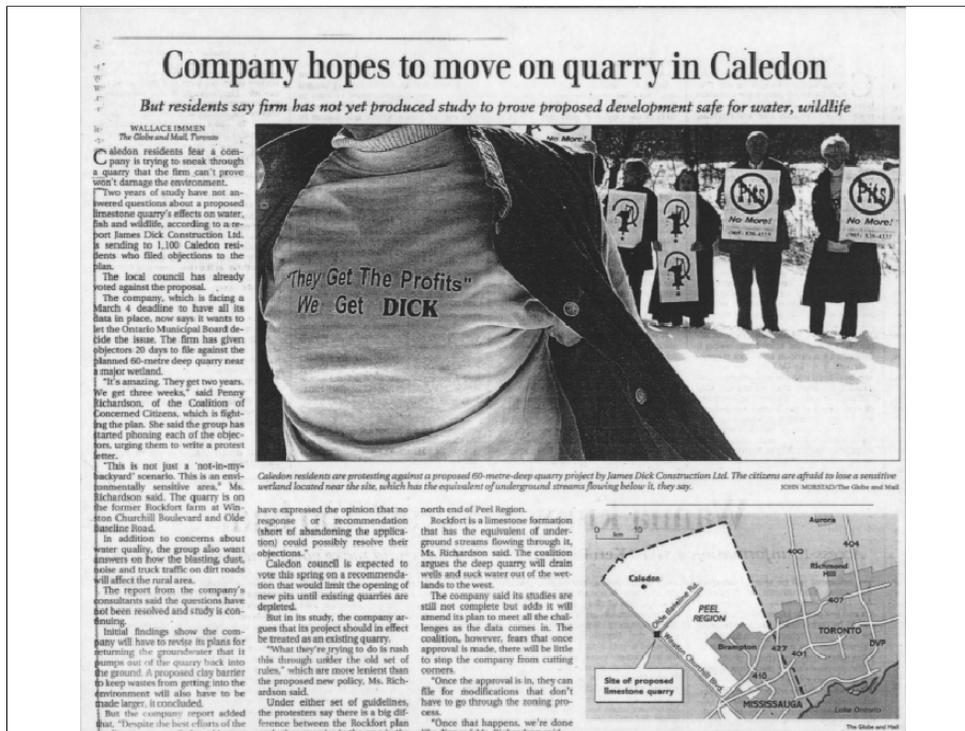
This year alone we saw in excess of 3100 paid admissions! It is an event that enables everyone to participate – it cuts across all socio economic barriers and has come to represent the Coalition's ground strength – our army of volunteers. It must be said that in an odd way we all owe Mr. Dick a debt of gratitude as his application has forged a community bond and strength introducing neighbour to neighbour.

“Philanthropy” and I quote “is something everybody can do. A lot of people doing a little bit in aggregate (no pun intended) can really add up to something. The celebration is a very special, inspiring thing. And when people see something inspiring it encourages them and makes them want to get involved“.

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Indeed we have been so good at engaging you - the community - in this event that my worst nightmare is that even when this application has been put to rest every April the caravan will start trickling down my driveway!

The Golf Tournament draws a somewhat different demographic – a sports oriented one - but it has equally provided a forum in which we have continued to educate and involve you the community. Indeed we have line danced, handed out postcards at the intersection of King & Mississauga Road at the crack of dawn to catch the commuters, held clothing sales, jazz concerts, served elegant box dinners aboard a Denny's school bus en route to see our local celebrity comedian Sandra Shamus and on ad infinitum all in the name of fundraising and defeating this proposal.



I have even sacrificed my dignity with a picture of my chest appearing in the Toronto Star bearing the words "They get the profits – we get Dick"! Now that's commitment!

To date we have been able to meet our expenses through the diligence and generosity of our supporters and the hard work of our volunteers. Now, however, as we prepare to go to the OMB we are looking at a probable budget in excess of a million dollars for a 6 month hearing. We are launching a capital campaign to solicit donations directly and as you will have seen this evening have produced, with thanks to a coalition supporter, a top notch campaign brochure outlining the issues.

In the fundraising world timing is of the essence and as we listen to the financial news these days timing could certainly be better. Markets are turbulent around the world and Canadians are understandably uneasy about their finances. That said in a supplement to last week's Globe and Mail entitled "Investing in Charity" it was said "Donors may feel the need to rein in spending, but there are still needs in the community, and those needs are probably going to be greater than ever before. The organization that serves those needs rely on the generosity of Canadians, and I hope we all continue to look at the bigger, broader picture."

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Canadians have repetitively rated the environment among their top concerns yet when purse strings tighten it is often the first to be jettisoned. Mary Deacon, Vice President Advancement and Chief Development officer of World Wildlife Canada states, “The concern is rooted in growing evidence that we are endangering the health of our planet.”

WWF recently released a report which shows that on a global scale humans are currently exploiting the planet's natural resources at an unsustainable rate. In other words, we are living beyond our ecological means. Reading the daily headlines it is clear that the “economy” rules our thinking yet a healthy economy is directly linked to a healthy environment. In turn, healthy environments affect our personal health thereby targeting another of our generation's significant challenges – that of escalating healthcare costs.

To quote Mary Deacon again, “Canada's economy, our cities and our industries thrive on access to clean water and clean air and on the reliable supply of well managed resources. So if you agree that a healthy economy depends on a healthy environment, and you care about leaving a living planet to future generations, please consider supporting, or even increasing your support for environmental causes and organizations in these tough times.” I say thank you Mary Deacon!

“Philanthropy is something everybody can do.”

-Globe & Mail, Nov. 14, 2008

To conclude let me say that for 12 years, we the Coalition, have been like a dog with a bone on your behalves. We have mounted and sustained with your help a viable opposition which has led us now to the penultimate test. We believe this application is wrong for this community and this time and we aim to defeat it. We have been clear with our message, true to our Mission, fiscally frugal and administratively lean. Over 350,000 volunteer hours have been committed to this cause – in the real world if we were meeting a payroll that would be the equivalent of 15 paid employees annually or an aggregate of 174 paid positions since inception. Our case for support as outlined in our brochure and here before you tonight is both relevant and timely.

Yes there are skeptics who would say that we cannot defeat the powerful aggregate lobby but change has never come with the outlook of defeat.... This is not an appeal that can be put off to a later date or that falls into the category of fringe significance. This is your opportunity to demonstrate leadership by making this a priority investment. We've done the work and we're ready but we can't do it alone. We need to engage the best experts and witnesses to go head to head with JDCL at the OMB. Caledon is a very special community under siege and I hope that you will all see fit to help us defeat this application thereby leaving a living legacy to your children and grandchildren – that of a green and gracious Caledon.

THANK YOU!